Amendments to the Claims:

1 – 7 (canceled).

8. (currently amended): A method comprising: the steps of:

altering a pit-pattern of a visual design to embed a digital watermark therein; and

applying the embedded visual design to physical media.

9. (original): The method according to claim 8, wherein the physical media comprises one of at least a SACD, CD, DVD, laser disc, and mini-disc.

10. (currently amended): The method according to claim 8, wherein said applying step comprises pit-signal processing.

11. (original): The method according to claim 8, wherein the digital watermark is imperceptible in comparison to the visual design.

12. (original): The method according to claim 8, wherein the visual design comprises a visual watermark.

13. (original): Media including a plurality of pits, said media comprising:

a visual design formed by the plurality of pits; and

a digital watermark embedded within the visual design.

14. (original): The media according to claim 13, wherein the media comprises one of at least a SACD, CD, DVD, laser disc, and mini-disc.

15. (original): The media according to claim 13, wherein varying pit locations of a subset of the plurality of pits embeds the digital watermark.

16. (original): The media according to claim 13, wherein the visual design comprises a visible watermark.

17. (original): The media according to claim 16, further comprising a watermark embedded within data stored on the media.

18-20 (canceled).

21. (currently amended): A method involving media comprising a first machine-readable digital watermark formed by pit placement on a data side of the media, said media further comprising a second machine-readable digital watermark embedded on a non-data side of the media, said method comprising:

receiving first optical scan data corresponding to the data side and second optical scan data corresponding to the non-data side;

decoding the first watermark and second watermark from the respective first and second scan data; and

linking to content related to the media through information carried by the first or second watermark, ~~The method according to claim 20,~~ wherein said ~~non-data side~~ first watermark is compared to the second watermark to authenticate the media. ~~embedded in the visual design.~~

22. (currently amended): The method according to claim 21 [[18,]] wherein the first and second optical scan data is generated by ~~watermark detector comprises~~ a digital camera.

23. (currently amended): The method according to claim 22, wherein said digital camera ~~watermark detector~~ comprises electronic processing circuitry to execute watermark detection software instructions.

24. (currently amended): The method according to claim 21 [[23,]] wherein the pit placement comprises a visual design.

25. (currently amended): A method to identify physical media comprising: ~~the steps of:~~

analyzing a visual pattern on the physical media through at least one of hashing and fingerprinting of the visual pattern to derive a plural-bit identifier from the visual pattern itself, wherein the visual pattern is provided with a pit-pattern arranged on or in the surface of the media; and

identifying the physical media through said analyzing. ~~step.~~

26. (canceled)

27. (currently amended): The method according to claim 25 [[26,]] wherein said

~~analyzing step determines a value corresponding to the visual pattern~~ plural-bit identifier ~~and the~~

~~value~~ is used in said identifying ~~step~~ to identify the physical media.

28. (currently amended): The method according to claim 27, wherein the plural-bit

identifier ~~value~~ is used to index a database comprising information related to the physical media.

29. (original): The method according to claim 28, wherein the physical media comprises

at least one of a SACD, CD, DVD, laser disc, and mini-disc.

30. (canceled)

31. (currently amended): Optical media comprising:

a data side comprising a plurality of pits, wherein physical locations for a set of

the pits are arranged to convey a graphic design or visual image, and wherein the graphic deign

or visual image comprises a digital watermark embedded therein that is detectable from a 2-

dimensional [[2-demensional]] image of the data side.

32. (original): The optical media according to claim 31, wherein the digital watermark is

imperceptible.

33. (original): The optical media according to claim 31, wherein the digital watermark is a fragile watermark.

34. (original): The optical media according to claim 33, wherein the digital watermark is a robust watermark.

35. (new) The method according to claim 21, further comprising authenticating the media by successfully completing said linking.